

PROGRAM : 94804 1994 NOVEMBER DEFENSIVE DIRECT PROGRAM
PHASE : A
MAIL CODE : 654
PULL DATE : 09/23/94
RECEIVING VENDOR : G02 GENERAL BUSINESS FORMS
CUMULATIVE TOTAL : 624,586

QUANTITY	CELL	CELL DESCRIPTION
10,000	01	ULTRA-LOYAL A, TEST CONTROL, RICHER OFFER
10,000	02	ULTRA-LOYAL B, TEST CONTROL, RICHER OFFER
10,000	03	LOYAL, TEST CONTROL, RICHER OFFER
22,256	04	ULTRA-LOYAL A, RICHER OFFER
18,162	05	ULTRA-LOYAL B, RICHER OFFER
88,599	06	LOYAL, RICHER OFFER
41,673	07	LESS-LOYAL, RICHER OFFER
29,907	08	VULNERABLE, RICHER OFFER
135,485	09	UNKNOWN LOYALTY, RICHER OFFER
15,157	10	ULTRA-LOYAL A, LESS-RICH OFFER
12,422	11	ULTRA-LOYAL B, LESS-RICH OFFER
92,545	12	LOYAL, LESS-RICH OFFER
27,783	13	LESS-LOYAL, LESS-RICH OFFER
19,939	14	VULNERABLE, LESS-RICH OFFER
90,658	15	UNKNOWN LOYALTY, LESS-RICH OFFER

2040407599

	TOTAL LESS			CELL 01 LESS			CELL 02 LESS			CELL 03 LESS			CELL 04 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
GENDER															
MALE	239,338	38.3	39.5	3,769	37.7	39.7	3,656	36.6	37.9	3,703	37.0	37.6	8,628	38.8	41.9
FEMALE	367,190	58.8	60.5	5,731	57.3	60.3	6,000	60.0	62.1	6,155	61.6	62.4	11,955	53.7	58.1
UNKNOWN	18,058	2.9	.0	500	5.0	.0	344	3.4	.0	142	1.4	.0	1,673	7.5	.0
TOTAL:	624,586	100.0	100.0	10,000	100.0	100.0	10,000	100.0	100.0	10,000	100.0	100.0	22,256	100.0	100.0
AGE															
21-24	12,893	2.1	2.1	134	1.3	1.4	170	1.7	1.7	149	1.5	1.5	207	.9	.9
25-34	109,339	17.5	17.7	1,402	14.0	14.3	1,503	15.0	15.1	1,569	15.7	15.8	2,916	13.1	13.3
35-44	153,423	24.6	24.9	2,267	22.7	23.2	2,303	23.0	23.2	2,379	23.8	23.9	5,198	23.4	23.6
45-54	139,788	22.4	22.7	2,258	22.6	23.1	2,240	22.4	22.6	2,315	23.2	23.2	5,006	22.5	22.8
55-64	102,829	16.5	16.7	1,823	18.2	18.6	1,860	18.6	18.7	1,807	18.1	18.1	3,886	17.5	17.7
65+	98,157	15.7	15.9	1,902	19.0	19.4	1,846	18.5	18.6	1,740	17.4	17.5	4,767	21.4	21.7
UNKNOWN	8,147	1.3	.0	214	2.1	.0	78	.8	.0	41	.4	.0	276	1.2	.0
TOTAL:	624,586	100.0	100.0	10,000	100.0	100.0	10,000	100.0	100.0	10,000	100.0	100.0	22,256	100.0	100.0
FLAVOR															
NON-MENTHOL/REGULAR	309,292	49.5	74.7	6,429	64.3	77.0	7,150	71.5	77.0	7,422	74.2	77.1	12,064	54.2	71.5
MENTHOL	104,968	16.8	25.3	1,918	19.2	23.0	2,134	21.3	23.0	2,201	22.0	22.9	4,815	21.6	28.5
UNKNOWN	210,326	33.7	.0	1,653	16.5	.0	716	7.2	.0	377	3.8	.0	5,377	24.2	.0
TOTAL:	624,586	100.0	100.0	10,000	100.0	100.0	10,000	100.0	100.0	10,000	100.0	100.0	22,256	100.0	100.0
TAR LEVEL															
FULL FLAVOR	98,605	15.8	22.8	1,866	18.7	18.7	1,999	20.0	20.0	2,239	22.4	22.4	4,674	21.0	21.0
LIGHT/FLAVOR LOW TAR	251,059	40.2	58.0	5,268	52.7	52.7	5,549	55.5	55.5	5,427	54.3	54.3	11,860	53.3	53.3
ULTRA/EXTRA/LOW	68,128	10.9	15.7	1,563	15.6	15.6	1,666	16.7	16.7	1,605	16.1	16.1	3,346	15.0	15.0
UNKNOWN	191,890	30.7	.0	963	9.6	9.6	422	4.2	4.2	256	2.6	2.6	2,073	9.3	9.3
TOTAL:	624,586	100.0	100.0	10,000	100.0	.0	10,000	100.0	.0	10,000	100.0	.0	22,256	100.0	.0
LENGTH															
< 85 S	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
KINGS/85 S	135,236	21.7	30.3	2,872	28.7	30.7	2,774	27.7	28.3	2,899	29.0	29.6	6,354	28.5	32.0
LONGS/100 S	310,472	49.7	69.7	6,483	64.8	69.3	7,021	70.2	71.7	6,892	68.9	70.4	13,522	60.8	68.0
EXTRA LONGS/120 S	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
UNKNOWN	178,878	28.6	.0	645	6.5	.0	205	2.1	.0	209	2.1	.0	2,380	10.7	.0
TOTAL:	624,586	100.0	100.0	10,000	100.0	100.0	10,000	100.0	100.0	10,000	100.0	100.0	22,256	100.0	100.0
BUY KIND															
PACK	43,021	6.9	11.5	26	.3	.5	36	.4	.5	146	1.5	1.6	2,211	9.9	18.7
CARTON	235,984	37.8	63.2	4,464	44.6	80.3	6,616	66.2	83.2	6,881	68.8	73.9	7,111	32.0	60.1
BOTH	94,494	15.1	25.3	1,068	10.7	19.2	1,304	13.0	16.4	2,280	22.8	24.5	2,513	11.3	21.2
UNKNOWN	251,087	40.2	.0	4,442	44.4	.0	2,044	20.4	.0	693	6.9	.0	10,421	46.8	.0
TOTAL:	624,586	100.0	100.0	10,000	100.0	100.0	10,000	100.0	100.0	10,000	100.0	100.0	22,256	100.0	100.0
MANUFACTURER															
PHILIP MORRIS	624,586	100.0	100.0	10,000	100.0	100.0	10,000	100.0	100.0	10,000	100.0	100.0	22,256	100.0	100.0
BROWN & WILLIAMSON	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
LORILLARD	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
AMERICAN BRANDS	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
WIGGETT	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
R. J. REYNOLDS	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
UNKNOWN	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
TOTAL:	624,586	100.0	100.0	10,000	100.0	100.0	10,000	100.0	100.0	10,000	100.0	100.0	22,256	100.0	100.0

2040407600

GENDER	TOTAL LESS			CELL 05 LESS			CELL 06 LESS			CELL 07 LESS			CELL 08 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
MALE	239,338	38.3	39.5	7,518	41.4	43.5	35,511	40.1	41.0	16,067	38.6	39.5	10,840	36.2	36.6
FEMALE	367,190	58.8	60.5	9,771	53.8	56.5	51,032	57.6	59.0	24,637	59.1	60.5	18,767	62.8	63.4
UNKNOWN	18,058	2.9	.0	873	4.8	.0	2,056	2.3	.0	969	2.3	.0	300	1.0	.0
TOTAL:	624,586	100.0	100.0	18,162	100.0	100.0	88,599	100.0	100.0	41,673	100.0	100.0	29,907	100.0	100.0
AGE															
21-24	12,893	2.1	2.1	215	1.2	1.2	1,028	1.2	1.2	932	2.2	2.3	455	1.5	1.6
25-34	109,339	17.5	17.7	2,458	13.5	13.7	13,061	14.7	15.0	7,799	18.7	18.9	4,948	16.5	16.9
35-44	153,423	24.6	24.9	4,028	22.2	22.5	21,316	24.1	24.5	11,288	27.1	27.3	7,720	25.8	26.3
45-54	139,788	22.4	22.7	3,999	22.0	22.3	19,863	22.4	22.8	9,456	22.7	22.9	6,795	22.7	23.2
55-64	102,829	16.5	16.7	3,357	18.5	18.7	15,448	17.4	17.7	6,334	15.2	15.3	4,989	16.7	17.0
65+	98,157	15.7	15.9	3,879	21.4	21.6	16,454	18.6	18.9	5,480	13.2	13.3	4,423	14.8	15.1
UNKNOWN	8,147	1.3	.0	226	1.2	.0	1,429	1.6	.0	384	.9	.0	577	1.9	.0
TOTAL:	624,586	100.0	100.0	18,162	100.0	100.0	88,599	100.0	100.0	41,673	100.0	100.0	29,907	100.0	100.0
FLAVOR															
NON-MENTHOL/REGULAR	309,292	49.5	74.7	10,334	56.9	70.7	55,762	62.9	72.2	26,542	63.7	74.0	21,341	71.4	75.8
MENTHOL	104,968	16.8	25.3	4,286	23.6	29.3	21,456	24.2	27.8	9,335	22.4	26.0	6,819	22.8	24.2
UNKNOWN	210,326	33.7	.0	3,542	19.5	.0	11,381	12.8	.0	5,796	13.9	.0	1,747	5.8	.0
TOTAL:	624,586	100.0	100.0	18,162	100.0	100.0	88,599	100.0	100.0	41,673	100.0	100.0	29,907	100.0	100.0
TAR LEVEL															
FULL FLAVOR	98,605	15.8	22.8	4,226	23.3	23.3	19,001	21.4	21.4	8,618	20.7	20.7	7,401	24.7	24.7
LIGHT/FLAVOR LOW TAR	251,059	40.2	58.0	10,125	55.7	55.7	50,851	57.4	57.4	21,856	52.4	52.4	15,876	53.1	53.1
ULTRA/EXTRA/LOW	68,128	10.9	15.7	2,949	16.2	16.2	14,065	15.9	15.9	6,062	14.5	14.5	4,075	13.6	13.6
UNKNOWN	191,890	30.7	.0	673	3.7	3.7	3,077	3.5	3.5	3,817	9.2	9.2	1,513	5.1	5.1
TOTAL:	624,586	100.0	100.0	18,162	100.0	.0	88,599	100.0	.0	41,673	100.0	.0	29,907	100.0	.0
LENGTH															
< 85 S	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
KINGS/85 S	135,236	21.7	30.3	5,440	30.0	32.5	26,159	29.5	31.3	11,998	28.8	31.3	8,810	29.5	30.8
LONGS/100 S	310,472	49.7	69.7	11,298	62.2	67.5	57,540	64.9	68.7	26,389	63.3	68.7	19,768	66.1	69.2
EXTRA LONGS/120 S	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
UNKNOWN	178,878	28.6	.0	1,424	7.8	.0	4,900	5.5	.0	3,286	7.9	.0	1,329	4.4	.0
TOTAL:	624,586	100.0	100.0	18,162	100.0	100.0	88,599	100.0	100.0	41,673	100.0	100.0	29,907	100.0	100.0
BUY KIND															
PACK	43,021	6.9	11.5	1,825	10.0	13.8	16,809	19.0	21.0	5,087	12.2	14.9	3,888	13.0	13.9
CARTON	235,984	37.8	63.2	8,810	48.5	66.7	45,061	50.9	56.4	19,904	47.8	58.2	14,519	48.5	51.8
BOTH	94,494	15.1	25.3	2,564	14.1	19.4	17,987	20.3	22.5	9,202	22.1	26.9	9,618	32.2	34.3
UNKNOWN	251,087	40.2	.0	4,963	27.3	.0	8,742	9.9	.0	7,480	17.9	.0	1,882	6.3	.0
TOTAL:	624,586	100.0	100.0	18,162	100.0	100.0	88,599	100.0	100.0	41,673	100.0	100.0	29,907	100.0	100.0
MANUFACTURER															
PHILIP MORRIS	624,586	100.0	100.0	18,162	100.0	100.0	88,599	100.0	100.0	41,673	100.0	100.0	29,907	100.0	100.0
BROWN & WILLIAMSON	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
LORILLARD	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
AMERICAN BRANDS	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
LIGGETT	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
R. J. REYNOLDS	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
UNKNOWN	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
TOTAL:	624,586	100.0	100.0	18,162	100.0	100.0	88,599	100.0	100.0	41,673	100.0	100.0	29,907	100.0	100.0

2040407601

	TOTAL LESS			CELL 09 LESS			CELL 10 LESS			CELL 11 LESS			CELL 12 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
GENDER															
MALE	239,338	38.3	39.5	51,877	38.3	39.6	5,613	37.0	39.0	4,627	37.2	38.5	34,789	37.6	38.2
FFEMALE	367,190	58.8	60.5	79,031	58.3	60.4	8,761	57.8	61.0	7,381	59.4	61.5	56,221	60.7	61.8
UNKNOWN	18,058	2.9	.0	4,577	3.4	.0	783	5.2	.0	414	3.3	.0	1,535	1.7	.0
TOTAL:	624,586	100.0	100.0	135,485	100.0	100.0	15,157	100.0	100.0	12,422	100.0	100.0	92,545	100.0	100.0
AGE															
21-24	12,893	2.1	2.1	4,114	3.0	3.1	169	1.1	1.1	211	1.7	1.7	1,422	1.5	1.5
25-34	109,339	17.5	17.7	28,065	20.7	21.0	2,069	13.7	13.9	1,881	15.1	15.2	14,519	15.7	15.8
35-44	153,423	24.6	24.9	33,360	24.6	25.0	3,522	23.2	23.7	2,860	23.0	23.2	22,234	24.0	24.1
45-54	139,788	22.4	22.7	30,085	22.2	22.6	3,358	22.2	22.6	2,751	22.1	22.3	21,029	22.7	22.8
55-64	102,829	16.5	16.7	20,155	14.9	15.1	2,824	18.6	19.0	2,369	19.1	19.2	16,822	18.2	18.3
65+	98,157	15.7	15.9	17,626	13.0	13.2	2,916	19.2	19.6	2,276	18.3	18.4	16,104	17.4	17.5
UNKNOWN	8,147	1.3	.0	2,073	1.5	.0	299	2.0	.0	74	.6	.0	415	.4	.0
TOTAL:	624,586	100.0	100.0	135,485	100.0	100.0	15,157	100.0	100.0	12,422	100.0	100.0	92,545	100.0	100.0
FLAVOR															
NON MENTHOL/REGULAR	309,292	49.5	74.7	25,953	19.2	74.3	9,590	63.3	76.0	8,907	71.7	77.1	68,408	73.9	76.8
MENTHOL	104,968	16.8	25.3	8,989	6.6	25.7	3,032	20.0	24.0	2,653	21.4	22.9	20,651	22.3	23.2
UNKNOWN	210,326	33.7	.0	100,543	74.2	.0	2,535	16.7	.0	862	6.9	.0	3,486	3.8	.0
TOTAL:	624,586	100.0	100.0	135,485	100.0	100.0	15,157	100.0	100.0	12,422	100.0	100.0	92,545	100.0	100.0
TAR LEVEL															
FULL FLAVOR	98,605	15.8	22.8	6,984	5.2	5.2	2,845	18.8	18.8	2,471	19.9	19.9	20,967	22.7	22.7
LIGHT/FLAVOR LOW TAR	251,059	40.2	58.0	20,470	15.1	15.1	7,914	52.2	52.2	7,003	56.4	56.4	50,193	54.2	54.2
ULTRA/EXTRA/LOW	68,128	10.9	15.7	4,393	3.2	3.2	2,432	16.0	16.0	1,951	15.7	15.7	14,512	15.7	15.7
UNKNOWN	191,890	30.7	.0	102,489	75.6	75.6	1,409	9.3	9.3	484	3.9	3.9	2,169	2.3	2.3
TOTAL:	624,586	100.0	100.0	135,485	100.0	.0	15,157	100.0	.0	12,422	100.0	.0	92,545	100.0	.0
LENGTH															
< 85 S	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
KINGS/85 S	135,236	21.7	30.3	11,318	8.4	27.7	4,311	28.4	30.4	3,499	28.2	28.8	27,169	29.4	30.0
LONGS/100 S	310,472	49.7	69.7	29,475	21.8	72.3	9,851	65.0	69.6	8,641	69.6	71.2	63,533	68.7	70.0
EXTRA LONGS/120 S	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
UNKNOWN	178,878	28.6	.0	94,692	69.9	.0	995	6.6	.0	282	2.3	.0	1,843	2.0	.0
TOTAL:	624,586	100.0	100.0	135,485	100.0	100.0	15,157	100.0	100.0	12,422	100.0	100.0	92,545	100.0	100.0
BUY KIND															
PACK	43,021	6.9	11.5	3,390	2.5	15.0	47	.3	.6	47	.4	.5	1,218	1.3	1.4
CARTON	235,984	37.8	63.2	12,699	9.4	56.0	6,692	44.2	80.5	8,206	66.1	82.4	63,487	68.6	73.9
BOTH	94,494	15.1	25.3	6,570	4.8	29.0	1,571	10.4	18.9	1,711	13.8	17.2	21,174	22.9	24.7
UNKNOWN	251,087	40.2	.0	112,826	83.3	.0	6,847	45.2	.0	2,458	19.8	.0	6,666	7.2	.0
TOTAL:	624,586	100.0	100.0	135,485	100.0	100.0	15,157	100.0	100.0	12,422	100.0	100.0	92,545	100.0	100.0
MANUFACTURER															
PHILIP MORRIS	624,586	100.0	100.0	135,485	100.0	100.0	15,157	100.0	100.0	12,422	100.0	100.0	92,545	100.0	100.0
BROWN & WILKINSON	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
LORILLARD	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
AMERICAN BRANDS	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
LIGGETT	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
R. J. REYNOLDS	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
UNKNOWN	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
TOTAL:	624,586	100.0	100.0	135,485	100.0	100.0	15,157	100.0	100.0	12,422	100.0	100.0	92,545	100.0	100.0

2040407602

GENDER	TOTAL LESS			CELL 13 LESS			CELL 14 LESS			CELL 15 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
MALE	239,338	38.3	39.5	10,567	38.0	39.0	7,248	36.4	36.7	34,925	38.5	39.8
FEMALE	367,190	58.8	60.5	16,519	59.5	61.0	12,489	62.6	63.3	52,740	58.2	60.2
UNKNOWN	18,058	2.9	.0	697	2.5	.0	202	1.0	.0	2,993	3.3	.0
TOTAL:	624,586	100.0	100.0	27,783	100.0	100.0	19,939	100.0	100.0	90,658	100.0	100.0
AGE												
21-24	12,893	2.1	2.1	592	2.1	2.2	303	1.5	1.6	2,792	3.1	3.1
25-34	109,339	17.5	17.7	5,314	19.1	19.3	3,109	15.6	15.9	18,726	20.7	21.0
35-44	153,423	24.6	24.9	7,405	26.7	26.9	5,305	26.6	27.2	22,238	24.5	24.9
45-54	139,788	22.4	22.7	6,320	22.7	23.0	4,584	23.0	23.5	19,729	21.8	22.1
55-64	102,829	16.5	16.7	4,240	15.3	15.4	3,277	16.4	16.8	13,638	15.0	15.3
65+	98,157	15.7	15.9	3,648	13.1	13.3	2,955	14.8	15.1	12,141	13.4	13.6
UNKNOWN	8,147	1.3	.0	264	1.0	.0	406	2.0	.0	1,391	1.5	.0
TOTAL:	624,586	100.0	100.0	27,783	100.0	100.0	19,939	100.0	100.0	90,658	100.0	100.0
FLAVOR												
NON-MENTHOL/REGULAR	309,292	49.5	74.7	17,893	64.4	74.3	14,335	71.9	76.3	17,162	18.9	73.9
MENTHOL	104,968	16.8	25.3	6,181	22.2	25.7	4,449	22.3	23.7	6,049	6.7	26.1
UNKNOWN	210,326	33.7	.0	3,709	13.3	.0	1,155	5.8	.0	67,447	74.4	.0
TOTAL:	624,586	100.0	100.0	27,783	100.0	100.0	19,939	100.0	100.0	90,658	100.0	100.0
TAR LEVEL												
FULL FLAVOR	98,605	15.8	22.8	5,821	21.0	21.0	4,960	24.9	24.9	4,533	5.0	5.0
LIGHT/FLAVOR LOW TAR	251,059	40.2	58.0	14,510	52.2	52.2	10,583	53.1	53.1	13,574	15.0	15.0
ULTRA/EXTRA/LOW	68,128	10.9	15.7	3,980	14.3	14.3	2,665	13.4	13.4	2,864	3.2	3.2
UNKNOWN	191,890	30.7	.0	2,609	9.4	9.4	1,017	5.1	5.1	68,919	76.0	.0
TOTAL:	624,586	100.0	100.0	27,783	100.0	.0	19,939	100.0	.0	90,658	100.0	.0
LENGTH												
< 85 S	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
KINGS/85 S	135,236	21.7	30.3	7,980	28.7	31.2	5,970	29.9	31.4	7,683	8.5	28.4
LONGS/100 S	310,472	49.7	69.7	17,629	63.5	68.8	13,069	65.5	68.6	19,361	21.4	71.6
EXTRA LONGS/120 S	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
UNKNOWN	178,878	28.6	.0	2,174	7.8	.0	900	4.5	.0	63,614	70.2	.0
TOTAL:	624,586	100.0	100.0	27,783	100.0	100.0	19,939	100.0	100.0	90,658	100.0	100.0
BUY KIND												
PACK	43,021	6.9	11.5	3,370	12.1	14.7	2,603	13.1	14.0	2,318	2.6	15.2
CARTON	235,984	37.8	63.2	13,388	48.2	58.6	9,702	48.7	52.0	8,444	9.3	55.4
BOTH	94,494	15.1	25.3	6,092	21.9	26.7	6,353	31.9	34.0	4,487	4.9	29.4
UNKNOWN	251,087	40.2	.0	4,933	17.8	.0	1,281	6.4	.0	75,409	83.2	.0
TOTAL:	624,586	100.0	100.0	27,783	100.0	100.0	19,939	100.0	100.0	90,658	100.0	100.0
MANUFACTURER												
PHILIP MORRIS	624,586	100.0	100.0	27,783	100.0	100.0	19,939	100.0	100.0	90,658	100.0	100.0
BROWN & WILLIAMSON	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
LORILLARD	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
AMERICAN BRANDS	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
LIGGETT	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
R. J. REYNOLDS	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
UNKNOWN	0	.0	.0	0	.0	.0	0	.0	.0	0	.0	.0
TOTAL:	624,586	100.0	100.0	27,783	100.0	100.0	19,939	100.0	100.0	90,658	100.0	100.0

2040407603

BRANDS	TOTAL LESS			CELL 01 LESS			CELL 02 LESS			CELL 03 LESS			CELL 04 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
CAMBRIDGE ***	624,586	97.2	97.2	10,000	100.0	100.0	10,000	100.0	100.0	10,000	100.0	100.0	22,256	100.0	100.0
UNKNOWN	0	100.0	100.0	0	100.0	100.0	0	100.0	100.0	0	100.0	100.0	0	100.0	100.0
TOTAL:	642,583	100.0	100.0	10,000	100.0	100.0	10,000	100.0	100.0	10,000	100.0	100.0	22,256	100.0	100.0

2040407604

BRANDS	TOTAL LESS			CELL 05 LESS			CELL 06 LESS			CELL 07 LESS			CELL 08 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
CAMBRIDGE ***	624,586	97.2	97.2	18,162	100.0	100.0	88,599	100.0	100.0	41,673	100.0	100.0	29,907	100.0	100.0
UNKNOWN	0	100.0	100.0	0	100.0	100.0	0	100.0	100.0	0	100.0	100.0	0	100.0	100.0
TOTAL:	642,583	100.0	100.0	18,162	100.0	100.0	88,599	100.0	100.0	41,673	100.0	100.0	29,907	100.0	100.0

2040407605

BRANDS	TOTAL LESS			CELL 09 LESS			CELL 10 LESS			CELL 11 LESS			CELL 12 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
CAMBRIDGE ***	624,586	97.2	97.2	135,485	100.0	100.0	15,157	100.0	100.0	12,422	100.0	100.0	92,545	100.0	100.0
UNKNOWN	0	100.0	100.0	0	100.0	100.0	0	100.0	100.0	0	100.0	100.0	0	100.0	100.0
TOTAL:	642,583	100.0	100.0	135,485	100.0	100.0	15,157	100.0	100.0	12,422	100.0	100.0	92,545	100.0	100.0

2040407606

BRANDS	TOTAL LESS			CELL 13 LESS			CELL 14 LESS			CELL 15 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
CAMBRIDGE ***	624,586	97.2	97.2	27,783	100.0	100.0	19,939	100.0	100.0	90,658	100.0	100.0
UNKNOWN	0	100.0	100.0	0	100.0	100.0	0	100.0	100.0	0	100.0	100.0
TOTAL:	624,586	100.0	100.0	27,783	100.0	100.0	19,939	100.0	100.0	90,658	100.0	100.0

2040407606A